

ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh rasio profitabilitas yang diproksikan dengan *Return On Asset* (ROA) dan *Return On Equity* (ROE) serta *Economic Value Added* (EVA) terhadap harga saham melalui laporan keuangan tahunan yang telah disusun oleh perusahaan *property and real estate* yang terdaftar di Bursa Efek Indonesia.

Jenis penelitian ini adalah penelitian kuantitatif. Populasi dalam penelitian ini diperoleh dengan menggunakan metode *purposive sampling* pada perusahaan *property and real estate* yang terdaftar di Bursa Efek Indonesia (BEI) selama periode 2012-2016 dan berdasarkan kriteria yang telah ditentukan maka diperoleh sampel sebanyak 18 perusahaan. Metode analisis yang digunakan dalam penelitian ini adalah analisis regresi linier berganda dengan alat bantu aplikasi SPSS versi 21.

Hasil penelitian menunjukkan bahwa secara simultan variabel *Return On Asset* (ROA), *Return On Equity* (ROE) dan *Economic Value Added* (EVA) memiliki pengaruh terhadap variabel harga saham dengan tingkat signifikansi sebesar 0,000. Secara parsial variabel *Economic Value Added* (EVA) berpengaruh positif terhadap harga saham sedangkan variabel rasio profitabilitas yang diproksikan dengan *Return On Asset* (ROA) dan *Return On Equity* (ROE) tidak berpengaruh terhadap harga saham.

Kata Kunci: Return On Asset, Return On Equity, Economic Value Added dan Harga Saham

ABSTRACT

This research is aimed to examine the influence of profitability ratio which is proxy by Return on Asset (ROA), Return on Equity (ROE) and Economic Value Added (EVA) to the stock price through annual financial statement which has been prepared by property and real estate companies which are listed in Indonesia Stock Exchange.

This research is quantitative research. The population in this research has been obtained by using purposive sampling method on property and real estate companies which are listed in Indonesia Stock Exchange in 2012-2016 periods and based on the predetermined criteria, 18 companies have been selected as samples. The analysis method has been conducted by using multiple linear regressions and 21st version SPSS application tool.

The result of the research shows that simultaneously Return on Asset (ROA), Return on Equity (ROE) and Economic Value Added (EVA) give influence to the stock price with its significance level 0.000. Partially, Economic Value Added (EVA) gives positive influence to the stock price whereas profitability ratio which is proxy by Return on Asset (ROA) and Return on Equity (ROE) do not give any influence to the stock price.

Keywords: Return on asset, return on equity, economic value added, stock price